

You have a website. Now what?

Once your web site is “live”, you need to let people know about it. There are millions of web sites out there – you need to announce yours.

We build sites that place well in the search engines. In addition to this free advertising, consider adding a links section, in which the sites of the same kind as yours can exchange links with you. We can install a linking script that will handle the entire process automatically – you don’t have to lift a finger. Link exchange will also improve your web site’s search engine placement.

Think of your web site as one piece in your complete business promotion effort. Include your new web site address everywhere – your business cards, mailers, commercials.

Consider spending some time and/or money on developing a strong Internet advertising campaign. This can include paid advertising in search engines (such as Google AdWords), online classifieds such as Craigslist.org and Backpage.com, and social networking on Myspace, Facebook or Twitter (social networking is free, but expect to spend a lot of time maintaining and building your online persona, offering real, valuable information in your field). Hire a designer to set up your Facebook page or Twitter account with custom backgrounds, sections and images, and find the first dozen or more “friends” and follow exchanges. Add the social buttons on your site too – Likes and Tweets are hard advertising currency for modern Internet marketing. Consider creating a discount you can give away on Facebook in exchange for a Like.

Building a strong Internet advertising and/or branding campaign does cost money, but it’s still much cheaper than a print, radio or television campaign of comparable advertising value.

You can still use print advertising (newspapers, Yellow Pages). Ultimately, your advertising costs will go down, as you can now publish all the details in your web site and leave the newspaper ad for the bare basics.

Still, don't expect a million visitors the day your web site goes up. Search engines take anywhere between a couple of weeks and a couple of months to list all of your pages. Building your visitor numbers is an ongoing effort.

Don't trust web designers that promise you a million in a week, whether it's dollars or visitors – web business is just like any other business; there is no free lunch. We will make sure to let you know what to expect, and to have a realistic flight plan for your site's success. Our web design contract includes a cost estimate and a deadline we stick to. We deliver what we promise.